

"100 Series" Deployment Plan: Delivery Options

Potential Vehicles		Advantages	Drawbacks	Accessibility	Effectiveness	Measurement	Frequency	Maintenance	Push/Pull	Approvals	Expense	Labor
What is the best way to publicize the availability of the “100 Series” Curriculum to our target audience?		What are the advantages of the vehicle?	What are the drawbacks of the vehicle?	How easy is it for our audience to access the vehicle?	How effective is the vehicle?	How do we measure if the communication was successful?	How often do we need to distribute?	How difficult is it to update/maintain this vehicle?	Are we pushing information out? Or is it a “pull” mechanism?	Who needs to approve/ authorize?	How much does it cost to produce this vehicle?	What is the level of effort required to produce this vehicle (include approval)?
Electronic	Web Page (w/web links, soft copy of post./flyer, & Individual cur. Q&A)	Consistent message, self-service, immediate, paperless	Technology may not be preferred by segment of audience	Medium	High	# of hits per page	one time	?	Pull	Schools/ Secty Paige's Office	High	Medium
	Email	Consistent message, dir., low cost, immediate, paperless	impersonal, creates 'junk' email, not everyone likes email	High	Medium	Return receipt on mail	one time	n/a	Push	"	Low	Low
	Elec. Annt. Listserves	"	"	Medium	Medium	?	one time	n/a	Push	"	Low	Low
	P Msg	"	Usage varies by region	Medium	High/Low	?	?	n/a	Push	"	Low	Low
	P Msg	"	Reqs. help from Schools Channel, Could delete message	Medium	High/Low	?	?	n/a	Push	"	Low	Low
	News. Art. (NASFAA or Proprietary)	Consistent message, low cost, fast	Possibly ignored	Low	Medium	?	one time	n/a	Push	"	Low	Low
	Web banner on IFAP page	High Visibility	Dependant on IFAP page utilization	Medium	?	?	?	?	?	"	Medium	Medium
	Regional Websites	Consistent message, self-service, immediate, paperless	Technology may not be preferred by segment of audience	Medium	High	# of hits per page	one time	?	Pull	"	Low	Low
	Soft copy of Poster/Flyer	Consistent message	Requires printing/posting by individuals at every school	Medium	Medium	?	as-needed	?	Push	"	Medium	Medium
Paper	Poster/Flyer	Consistent message	Often ignored, requires paper	Medium	Medium	?	as-needed	Requires redistribution	Push	"	Medium	Medium
	Wallet Cards	Convenient to Hold/Carry	Requires Paper, May be \$\$	Medium	Medium	?	one time	Requires redistribution	Push	"	?	Low
	Post Its	Useful, Success in Past	Expensive	Medium	Medium	?	one time	Requires redistribution	Push	"	High	Medium
	Written Letter	Low cost, fast, control over target audience	Not face to face, can be uninteresting, requires paper	Medium	Medium	?	one time	n/a	Push	"	Low	Low
	Pamphlet	Consistent message, reaches wide audience	May be difficult to reach target audience, cost varies based on style	Medium	Medium	?	one time	Requires redistribution	Push	"	High	High
Oral	Distribute posters, etc. at FSA training events	Consistent message, reaches wide audience	May be difficult to reach target audience, cost varies based on style	Medium	Medium	?	ongoing	Requires redistribution	Push	"	Medium	Low
	Announce. at NASFAA/ FSA Conf.	Large target audience	Only reaches those who attend, audience varies (i.e., EAC vs. NASFAA)	Medium/Low	High	?	as-needed	n/a	Push	"	Low	Low
	Announce. at Training Sessions	Reach target audience, Captive Audience	Inconsistent Message	Low	High	?	ongoing	?	Push	"	Low	Low

## "100 Series" Curriculum: Advisor Feedback

#	Action Required	Feedback	Who	Status	Comments
1	Edit	Remove the responsible party under frequency of updates prior to distributing to school personnel.	Midge Hunt	Open	6/23 This information is included because this is a working document. Insert footer indicating Internal Use Only.
2	Discuss	Choose a name for all external training so that it can be used to replace the current external FSA U page. Keep in mind that you are dealing with college administrators, so the title needs to make sense in terms of Higher Ed terminology. (such as 100 series does not make sense for a course that carries a prerequisite)	Beth Arbogast	Open	
3	Discuss	Decide whether or not you want Front 2 back on the Web available to external customers. (Actually, it already is, they just don't know it.)	Beth Arbogast	Open	
4	Discuss	Student Eligibility - I don't think that topic is role based. It seems to be more of a general topic.	Midge Hunt	In Progress	6/16 The team discussed the appropriate category for "Student Eligibility" (which was under role-based). Since Student Eligibility is a general name for a variety of courses that vary on an annual basis, the team decided to change the name to either "Student Eligibility Offerings" or "Student Eligibility Issues".
5	Edit prior to deployment	FSA-Sponsored Conferences - per Jacque who is sitting on the EAC team these conferences will probably be renamed. We should check on that before going to print.	Midge Hunt	In Progress	
6	Edit	Sources of Additional Information - How about alphabetizing these? Editing issues - FSA Handbook end paren under frequency of updates on its own line; Audit Guides doesn't have a end paren under frequency of updates.	Midge Hunt	In Progress	
7	None	Since the NASFAA basic training is referred to as "core" training I suggest a different name for our "Core" training.	Midge Hunt	Closed	6/16 The team agreed to change the "Core" curriculum to either "Basic" or "Introductory" so it would not be confused with the NASFAA "Core" training.
8	None	I don't see program integrity on here. I think it should be included given that this is a primary goal for FSA.	Midge Hunt	Closed	6/16 The team discussed whether to include a placeholder for a "Program Integrity" course and decided against it. Instead, program integrity as an objective of FSA will be discussed in the introduction to the course listing.
9	None	Fundamentals of Title IV - we are hoping to add more sessions, so perhaps it isn't necessary to give a total per year. Will school people know what an "RTF" is?	Midge Hunt	Closed	
10	None	Functional Courses, EDEXpress Basics - the text refers to three different methods of instruction but the delivery format lists just web-based.	Midge Hunt	Closed	

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11	None	COD - simply an editing issue - "downloaded" has a funny break under Delivery Format - the "d" is separate from the rest.	Midge Hunt	Closed	
12	None	FAA Access - does this belong in role based? Perhaps it is a source of additional information. Also, the columns aren't completely filled in.	Midge Hunt	Closed	
13	None	Advanced Courses - I have already expressed my concern that this name raises expectations that we are unlikely to meet. This training is for experienced personnel but isn't necessarily advanced training. Another editing comment - the description uses the word "requirement" when I think it should be "require".	Midge Hunt	Closed	6/16 The team decided that since the two "Advanced Courses" did not require previous knowledge, they should be moved to the "Functional" category.
14	None	Professional Association ... another editing issue under Delivery Format -perhaps that column of the spread sheet needs to be expanded slightly so the whole word "Conference" will fit in the cell. Maybe this is where program integrity should be placed. Don't we expect to be offering some type of training on program integrity annually?	Midge Hunt	Closed	
15	None	Blue Book Isn't this going to Mike High's group in the Schools Channel?	Midge Hunt	Closed	
16	None	FSA Assessments & Schools Portal - several columns are blank.	Midge Hunt	Closed	
17	None	Divide the courses into core, advanced, and specialized	Beth Arbogast	Closed	
18	None	Remove manuals and guides in the list of training/curriculum, they are not training. The same goes for web-based tools such as "FSA Assessments"	Beth Arbogast	Closed	
19	None	Decide if you want links to these manuals, guides, web tools, etc....in the new site. If so, links to the manuals and guides on IFAP's site can be placed in the website either as individual listings (such as click here for Direct Loans, here for Pell, etc...)or as one link to IFAP that forces people to use the search functions to find what they are looking for.	Beth Arbogast	Closed	N/A
20	None	Separate conferences into individual sections/links such as EAC, Videoconferences, Software Developers, etc...	Beth Arbogast	Closed	N/A

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21	None	Decide which Association site training you want to link to, if any. (NASFAA, EASFAA, etc...) We could do National and Regional pretty easily, but the states have a tendency to change their links fairly often for both cost and ownership reasons, so keeping up with the correct links could be time consuming.	Beth Arbogast	Closed	
22	None	I didn't see LAP/LARS training listed or NSLDS web-based training. Don't know if they still exists or not.	Beth Arbogast	Closed	These courses are not for FAAs.
23	None	Create a separate page for each category of courses.	Bill Ryan	Closed	